ABSTRACT

The invention provides for delivery of broadcast messages to a sub-population of recipients in a network. The network has multiple interim processing points, each with a plurality of recipients (clients) associated therewith. Processor 205 at message source 100 generates a broadcast message and encases the broadcast message in a message envelope. The message envelope directs the broadcast message to the specific interim processing point (e.g., 110A). Transmitter 210 transmits the message envelope containing the broadcast message over the network to the specific interim processing point 110A. Receiver 215 receives the message envelope containing the broadcast message if the message envelope is associated with that interim processing point. Processor 220 at each interim processing point 110A strips the message envelopes associated therewith from the received broadcast messages. Transmitter 225 forwards broadcast messages to recipients (clients 120A, 121A, . . . , and 150A) associated with that interim processing point.